

Asia Pacific Pharma Congress

Mini Summit VIII: Separation and Collaboration between Medical Education and Product Promotion

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- Segregate medical education from commercial
- General concepts, principles and underlying rationale
 - education: beneficial to HCPs and society
 - linkage with sales: conflict of interest
- How the firewalls are implemented in practice
 - function segregation
 - process control: applicants, approvers, documentation
 - typical examples: donations/grants/educational meetings
- Collaboration between medical education and commercial still required?
 - struck a balance between social responsibility vs. profit-making
 - information-sharing
- Regulate medical representatives
 - Qualifications and job descriptions, performance evaluation for medical representatives
- Experience in different jurisdictions

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